

**ICHETUCKNEE ALLIANCE
MEETING MINUTES
November 15, 2014 @ Rum 138**

Present

Jasmine Lott Hagan
John Jopling
Bob Knight
Jill Lingard
Merrilee Malwitz-Jipson
Charles Maxwell
Lucinda Merritt
Cathy Street

Guests

David Moritz
Jim Tatum

1. Agenda approval/additions/deletions: Discussion of need for new Board member/Treasurer. The position of Treasurer was vacated when Sue Karcher resigned on October 23, 2014. Bob Knight nominated Jasmine Lott Hagan; John Jopling seconded the nomination. Jasmine was unanimously elected to the Board as Treasurer.

REPORTS

2. Review/approval of September 3 meeting minutes (IA did not meet in October). The minutes were unanimously approved.

3. Treasurer's report. \$1271.15 + \$860 (\$250 from Paddle Florida plus new memberships) = \$2131.15. Jasmine Hagan will need to deposit the recently received checks as soon as she can be added as a signatory to our bank account.

4. Staff Assistant's report including membership update/September & October 2014. There were no questions. We have received two new Lifetime memberships, two new Family memberships, one Individual membership and one Senior membership; total members as of 11/15/14 = 109.

5. Science Team update and next monitoring dates. Jasmine Hagan reported that the next weekend monitoring date is Sunday, Nov. 23, at noon. She will keep Yolis Jopling "in the loop" and will knock at the door if there are cars at the house. Bob Knight will check with Ron re: the problem with the conductivity meter. Jacqui Sulek was not present to give a report on the other monitoring team.

6. Paddle Florida presentation update & announcement about water lettuce removal volunteers. Jill Lingard reported on IA's presentation to Paddle Florida, which netted \$250 from that group. She also talked about water lettuce removal in the park and on the recommendation of Bob Knight, we decided not to follow up with that project since water lettuce has been determined to be a native plant. Bob: "You don't need to remove it, you need to remove the nitrogen."

7. PARKnership gift presentation update. Cathy Street gave a report on our presentation of \$400 to the Fort White PARKnership Program (Trini Johannesen and Valerie Thomas) at the Sept. 23 meeting of the Columbia County School Board. Charles Maxwell mentioned that it would be helpful if there were an advocate for the PARKnership Program in the superintendent's office.

8. Report on email vote to purchase copies of "Blue Revolution" for Columbia County Commissioners. We had "Yes" votes from five directors: Jill, John, Cathy, Bob and Lu. Books were ordered and have arrived; they will be included in a packet to be given to the commissioners at their Nov. 20 meeting.

OLD BUSINESS

9. *Update on FDEP response to MFL challenge decision.* Other than broad mention of the fact that FDEP has attempted to clarify vague language, discussion of the MFL was tabled.

10. *T-shirt design.* Lu Merritt will get in touch with Terri Skiles to try to determine when Terri can email us information about the t-shirt design and production.

11. *Update on a plan to show "Following the Ichetucknee" to elected officials & civic groups.* We discussed the need to reach out to more people to form a broad alliance. We will develop a "canned" PowerPoint presentation that could be adapted by different speakers for presentations to different audiences. John, Jill, Cathy, Charles and Lu are all interested in working on the presentation.

12. *Update on membership recruitment flyer distribution.* The flyer has gone out with the latest TREPO mailing to 1800+ property owners in Three Rivers Estates. A suggestion was made to add a "How did you find out about us?" line to future brochures and the website membership page. A suggestion was also made to have yard signs indicating that the homeowner is a member of the Alliance.

NEW BUSINESS

13. *Update on presentation to Columbia County Commission coming up on Nov. 20.* We reviewed preparations so far and suggestions were made. One suggestion was to have buttons or stickers that members could wear to future presentations.

14. *Need for full Board consideration of requests for support letters.* We discussed this in light of criticisms received via email and Facebook after we acquiesced to a request from SRWMD for a letter in support of their Columbia County Water Conservation Initiative project. We agreed that the full Board of Directors should consider and evaluate all such requests in the future.

15. *Establishment of Business/Corporate Lifetime Membership category for a \$500 donation (suggested by Jasmine Hagan).* This idea was discussed and approved. Corporate Lifetime members will be listed on a page on our website if they give permission for that listing.

16. *A volunteer offer to report on SRWMD and North FL Regional Water Supply Partnership SAC meetings.* David Moritz has volunteered to report to us on these meetings and his offer was enthusiastically accepted; this will give Lu Merritt more time to concentrate specifically on Ichetucknee-related tasks.

17. *Membership renewal solicitation.* Lu will try to send renewal notices by Dec. 1 to those members who need to renew in January; she will circulate a draft message to Board members for comments/revisions before the reminder goes out.

18. *Reaching "the caring middle."* Cathy talked about the importance of reaching out, which led to the discussion of a speakers' bureau; see #11 above.

19. *Appointing a representative to the FL Suwannee River Valley Marketing Group (suggested by Merrilee Malwitz-Jipson).* Jill Lingard is going to the next meeting of this group for Paddle Florida and will report back to the Alliance about what she learns. This marketing group receives \$75,000 annually from Columbia County and smaller amounts from Hamilton and Suwannee Counties.

20. *Building alliances through meetings with others & educational programs.* See #s 11 and 18, above.

21. *Update on Nov. 11 SRWMD meeting.* Merrilee Malwitz-Jipson gave a detailed account of some items discussed and actions taken at this meeting.

22. Report from Bob Knight. Bob reported that the Florida Springs Institute (FSI) is applying for a tag grant that would enable FSI to conduct a synoptic study of area springs including the Ichetucknee. This type of study would provide baseline scientific information (fish counts, turtle counts, snail counts, etc.) that has not yet been compiled.

22. Date of the next meeting? The Alliance will not meet in December. We will meet at 9:30 a.m. Saturday, Jan. 10, 2015, at Rum 138.

Respectfully submitted,
Lucinda Faulkner Merritt, Secretary